

## WHAT IS CLAIMED IS:

1. A method for enabling a user to configure a system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an  
5 electronic commerce server, the method comprising:

receiving a request from a user of the client system to configure the system, wherein the system includes one or more customizable components;

providing an image of the system to the client system for display, wherein images of at least a subset of the one or more customizable components form at least a portion of  
10 the image of the system;

receiving customizable component selections for at least one of the one or more customizable components of the system in response to user input, wherein said receiving customizable component selections comprises:

receiving user input selecting an image of a first customizable component  
15 which is visually depicted in the image of the system, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable  
20 component option comprises the customizable component selection for the first customizable component;

wherein the customizable component selections applied to the system specify a configured system.

25 2. The method of claim 1 further comprising providing an image of the configured system to the client system for display, wherein the image of the configured system visually depicts the customizable component selections of the user.

3. The method of claim 2 wherein said providing the image of the configured system includes providing customizable component selection images corresponding to the customizable component selections of the user.

5 4. The method of claim 3 wherein at least a subset of the customizable component selection images are visually depicted at their respective locations on the image of the configured system.

5. The method of claim 2 wherein said providing the image of the configured system includes providing text corresponding to the customizable component selections of the user;

wherein the text is displayed in the image of the configured system.

6. The method of claim 2 wherein the image of the configured system is viewable by the user and used by the user to evaluate and confirm the customizable component selections.

7. The method of claim 2 further comprising:  
receiving one or more new customizable component selections for at least one of the one or more customizable components of the configured system after said providing the image of the configured system to the client system, wherein the new customizable component selections applied to the configured system specify a new configured system;

providing an image of the new configured system, wherein the image of the new configured system visually depicts the new customizable component selections of the user.

8. The method of claim 7 wherein said receiving selections includes:  
receiving user input selecting a first customizable component;

providing a menu of possible options for the first customizable component to the client system for display after the user input selecting the first customizable component; receiving user input selecting one of the possible options for the first customizable component.

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9. The method of claim 1 wherein said receiving user input selecting the image of the first customizable component further includes:

receiving user input indicating that a position of a cursor of the client system overlaps a location of the image of the first customizable component displayed in the image of the system.

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10. The method of claim 1 wherein said receiving customizable component selections further includes:

providing a menu comprising customizable component options of the first customizable component for display on the client system after said receiving user input selecting the image of the first customizable component.

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11. The method of claim 10 wherein the menu comprising the customizable component options includes text indicating the customizable component options.

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12. The method of claim 10 wherein the menu comprising the customizable component options includes images indicating the customizable component options.

13. The method of claim 10 wherein the menu is operable to be displayed proximate to the location of the image of the first customizable component

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14. The method of claim 10 wherein said receiving customizable component selections further includes:

providing a sequence of images corresponding to the customizable component options of the first customizable component after said receiving user input selecting the image of the first customizable component.

5           15.    The method of claim 10 wherein said receiving user input selecting the first customizable component option includes:

          providing customizable component option images corresponding to the customizable component options of the first customizable component;

          receiving user input selecting a first customizable component option image  
10       corresponding to the first customizable component option.

          16.    The method of claim 1 further comprising:

          providing an image of the first customizable component option for display on the client system in response to said receiving user input selecting the first customizable  
15       component option for the first customizable component.

          17.    A method for enabling a user to configure a measurement system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, the method comprising:

20       receiving a request from a user of the client system to configure the measurement system, wherein the measurement system includes one or more customizable components, wherein at least one of the customizable components is a measurement device;

          providing an image of the measurement system to the client system for display,  
25       wherein images of at least a subset of the one or more customizable components form at least a portion of the image of the measurement system;

receiving customizable component selections for at least one of the one or more customizable components of the measurement system in response to user input, wherein said receiving customizable component selections comprises:

receiving user input selecting an image of a first customizable component  
5 which is visually depicted in the image of the measurement system, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable  
10 component option comprises the customizable component selection for the first customizable component;

wherein the customizable component selections applied to the measurement system specify a configured measurement system.

15 18. The method of claim 17 further comprising providing an image of the configured measurement system to the client system for display, wherein the image of the configured measurement system visually depicts the customizable component selections of the user.

20 19. The method of claim 18 wherein said providing the image of the configured measurement system includes providing customizable component selection images corresponding to the customizable component selections of the user.

25 20. The method of claim 19 wherein at least a subset of the customizable component selection images are visually depicted at their respective locations on the image of the configured measurement system.

21. The method of claim 18 wherein said providing the image of the configured measurement system includes providing text corresponding to the customizable component selections of the user;

wherein the text is displayed in the image of the configured measurement system.

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22. The method of claim 18 wherein the image of the configured measurement system is viewable by the user and used by the user to evaluate and confirm the customizable component selections.

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23. The method of claim 18 further comprising:

receiving one or more new customizable component selections for at least one of the one or more customizable components of the configured measurement system after said providing the image of the configured measurement system to the client system, wherein the new customizable component selections applied to the configured measurement system specify a new configured measurement system;

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providing an image of the new configured measurement system, wherein the image of the new configured measurement system visually depicts the new customizable component selections of the user.

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24. The method of claim 23 wherein said receiving selections includes:

receiving user input selecting a first customizable component;

providing a menu of possible options for the first customizable component to the client system for display after the user input selecting the first customizable component;

receiving user input selecting one of the possible options for the first customizable

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component.

25. The method of claim 17 wherein said receiving user input selecting the image of the first customizable component further includes:

receiving user input indicating that a position of a cursor of the client system overlaps a location of the image of the first customizable component displayed in the image of the measurement system.

5           26.    The method of claim 17 wherein said receiving customizable component selections further includes:

          providing a menu comprising customizable component options of the first customizable component for display on the client system after said receiving user input selecting the image of the first customizable component.

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          27.    The method of claim 26 wherein the menu comprising the customizable component options includes text indicating the customizable component options.

          28.    The method of claim 26 wherein the menu comprising the customizable  
15 component options includes images indicating the customizable component options.

          29.    The method of claim 26 wherein the menu is operable to be displayed proximate to the location of the image of the first customizable component

20           30.    The method of claim 26 wherein said receiving customizable component selections further includes:

          providing a sequence of images corresponding to the customizable component options of the first customizable component after said receiving user input selecting the image of the first customizable component.

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          31.    The method of claim 26 wherein said receiving user input selecting the first customizable component option includes:

providing customizable component option images corresponding to the customizable component options of the first customizable component;

receiving user input selecting a first customizable component option image corresponding to the first customizable component option.

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32. The method of claim 17 further comprising:

providing an image of the first customizable component option for display on the client system in response to said receiving user input selecting the first customizable component option for the first customizable component.

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33. A method for enabling a user to configure a computer system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, the method comprising:

receiving a request from a user of the client system to configure the computer system, wherein the computer system includes one or more customizable components, wherein at least one of the customizable components is an electronic device;

providing an image of the computer system to the client system for display, wherein images of at least a subset of the one or more customizable components form at least a portion of the image of the computer system;

receiving customizable component selections for at least one of the one or more customizable components of the computer system in response to user input, wherein said receiving customizable component selections comprises:

receiving user input selecting an image of a first customizable component which is visually depicted in the image of the computer system, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable



component option comprises the customizable component selection for the first customizable component;

wherein the customizable component selections applied to the computer system specify a configured computer system.

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34. The method of claim 33 further comprising providing an image of the configured computer system to the client system for display, wherein the image of the configured computer system visually depicts the customizable component selections of the user.

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35. The method of claim 34 wherein said providing the image of the configured computer system includes providing customizable component selection images corresponding to the customizable component selections of the user.

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36. The method of claim 35 wherein at least a subset of the customizable component selection images are visually depicted at their respective locations on the image of the configured computer system.

20 37. The method of claim 34 wherein said providing the image of the configured computer system includes providing text corresponding to the customizable component selections of the user;

wherein the text is displayed in the image of the configured computer system.

25 38. The method of claim 34 wherein the image of the configured computer system is viewable by the user and used by the user to evaluate and confirm the customizable component selections.

39. The method of claim 34 further comprising:

receiving one or more new customizable component selections for at least one of the one or more customizable components of the configured computer system after said providing the image of the configured computer system to the client system, wherein the new customizable component selections applied to the configured computer system  
5 specify a new configured computer system;

providing an image of the new configured computer system, wherein the image of the new configured computer system visually depicts the new customizable component selections of the user.

10 40. The method of claim 39 wherein said receiving selections includes:  
receiving user input selecting a first customizable component;  
providing a menu of possible options for the first customizable component to the client system for display after the user input selecting the first customizable component;  
receiving user input selecting one of the possible options for the first customizable  
15 component.

41. The method of claim 33 wherein said receiving user input selecting the image of the first customizable component further includes:  
receiving user input indicating that a position of a cursor of the client system  
20 overlaps a location of the image of the first customizable component displayed in the image of the computer system.

42. The method of claim 33 wherein said receiving customizable component selections further includes:  
25 providing a menu comprising customizable component options of the first customizable component for display on the client system after said receiving user input selecting the image of the first customizable component.

43. The method of claim 42 wherein the menu comprising the customizable component options includes text indicating the customizable component options.

44. The method of claim 42 wherein the menu comprising the customizable component options includes images indicating the customizable component options.

45. The method of claim 42 wherein the menu is operable to be displayed proximate to the location of the image of the first customizable component

46. The method of claim 42 wherein said receiving customizable component selections further includes:

providing a sequence of images corresponding to the customizable component options of the first customizable component after said receiving user input selecting the image of the first customizable component.

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47. The method of claim 42 wherein said receiving user input selecting the first customizable component option includes:

providing customizable component option images corresponding to the customizable component options of the first customizable component;

receiving user input selecting a first customizable component option image corresponding to the first customizable component option.

48. The method of claim 33 further comprising:  
providing an image of the first customizable component option for display on the client system in response to said receiving user input selecting the first customizable component option for the first customizable component.

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49. A memory medium comprising program instructions for enabling a user to configure a system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, wherein the program instructions are executable to implement:

5       receiving a request from a user of the client system to configure the system, wherein the system includes one or more customizable components;

          providing an image of the system to the client system for display, wherein images of at least a subset of the one or more customizable components form at least a portion of the image of the system;

10       receiving customizable component selections for at least one of the one or more customizable components of the system in response to user input, wherein said receiving customizable component selections comprises:

          receiving user input selecting an image of a first customizable component which is visually depicted in the image of the system, wherein said receiving user input  
15       selecting the image of the first customizable component operates to select the first customizable component for configuration; and

          receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable component option comprises the customizable component selection for the first  
20       customizable component;

          wherein the customizable component selections applied to the system specify a configured system.

50. A memory medium comprising program instructions for enabling a user to  
25       configure a computer system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, wherein the program instructions are executable to implement:

receiving a request from a user of the client system to configure the computer system, wherein the computer system includes one or more customizable components, wherein at least one of the customizable components is an electronic device;

providing an image of the computer system to the client system for display,  
5 wherein images of at least a subset of the one or more customizable components form at least a portion of the image of the computer system;

receiving customizable component selections for at least one of the one or more customizable components of the computer system in response to user input, wherein said receiving customizable component selections comprises:

10 receiving user input selecting an image of a first customizable component which is visually depicted in the image of the computer system, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for  
15 the first customizable component, wherein the user input selecting the first customizable component option comprises the customizable component selection for the first customizable component;

wherein the customizable component selections applied to the computer system specify a configured computer system.

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51. A memory medium comprising program instructions for enabling a user to configure a measurement system in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, wherein the program instructions are executable to implement:

25 receiving a request from a user of the client system to configure the measurement system, wherein the measurement system includes one or more customizable components, wherein at least one of the customizable components is a measurement device;

providing an image of the measurement system to the client system for display, wherein images of at least a subset of the one or more customizable components form at least a portion of the image of the measurement system;

receiving customizable component selections for at least one of the one or more  
5 customizable components of the measurement system in response to user input, wherein said receiving customizable component selections comprises:

receiving user input selecting an image of a first customizable component which is visually depicted in the image of the measurement system, wherein said receiving user input selecting the image of the first customizable component operates to  
10 select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable component option comprises the customizable component selection for the first customizable component;

15 wherein the customizable component selections applied to the measurement system specify a configured measurement system.